

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY ABU DHABI

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMCONSUL DHAHRAN

INFO AMEMBASSY BEIRUT

AMEMBASSY MUSCAT

UNCLAS STATE 119613

E.O. 11652: N/A

TAGS: BEXP, TC, SA, KU, BA, LE, MU

SUBJECT: SPECIALIZED MATERIALS HANDLING, PORTABLE GENERATING,
AND ROAD MAINTENANCE EQUIPMENT TRADE MISSION

REF: (A) STATE 82139; (B) KUWAIT 1769; (C) KUWAIT 1798;
(D) JIDDA 2881; (E) DHAHRAN 455

1. COMMERCE PROCEEDING WITH SUBJECT MISSION ON BASIS POST
RESPONSES IN REF B-E. HAVE DECIDED ADOPT LESS UNWIELDY TITLE
SPECIALIZED CONSTRUCTION AND PORT EQUIPMENT AS MORE DESCRIPTIVE
OF APPLICATIONS TO WHICH EQUIPMENT WILL BE DIRECTED. WE SUBSTITUTING
BAHRAIN FOR QATAR AS MISSION STOP PER RECOMMENDATION PARA 4
REF C.

2. COMMERCE FULLY AWARE PREDOMINANT "MAJOR PROJECT" AS OPPOSED
"PRODUCT" POTENTIAL YOUR MARKETS AND DESIRABILITY "SYSTEMS"
APPROACHES AS NOTED KUWAIT REFS AND CONSIDERING MEANS ADAPTING
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TECHNIQUES TO SUCH APPROACHES. TO EXTENT POSSIBLE WILL ATTEMPT

STRUCTURE FUTURE TRADE MISSIONS IN WAY TO PERMIT CONSTITUENT FIRMS OFFER SYSTEMS OR PACKAGES. NE-SA REGIONAL MARKETING DIRECTOR PETER HALE HOPES CONDUCT FULLER DISCUSSIONS WITH EMBOFFS ON THIS AND ISSUE OF FLEXIBILITY IN COMMERCE PROGRAMMING DURING FORTHCOMING COMMERCIAL OFFICERS CONFERENCE TEHRAN. WOULD BE HELPFUL IF EMBOFFS PREPARED AT THAT TIME GIVE FULLER EXPOSITION THEIR CONCEPTS OF SYSTEMS APPROACHES AND SUGGESTED TARGET AREAS.

3. IN REGARD THIS PARTICULAR MISSION, COMMERCE WILLING TRY TO BUILD IN SYSTEMS APPROACH TO EXTENT PRODUCT THEME PERMITS BY JUDICIOUS SELECTION BOTH CONSULTING AND EQUIPMENT FIRMS ABLE OFFER PROJECT PACKAGES. APPEARS ELEMENT OF MISSION BEST SUITED TO SUCH APPROACH IS IN AREA OF PORT CARGO HANDLING. APPRECIATE POSTS' COMMENTS ON EXTENT TO WHICH PLANNED PORT DEVELOPMENTS OFFER POTENTIAL FOR SUCH APPROACH AND ANY RECOMMENDATIONS ON MISSION MAKE-UP.

4. APPEARS MORE DIFFICULT ADOPT SUCH APPROACH TO PHASE OF MISSION AIMED AT CONSTRUCTION APPLICATIONS, AS MAIN TARGET IS PRIVATE SECTOR. WE ARE CONSIDERING INCLUSION AS MISSION DIRECTOR A TECHNICAL ADVISOR FROM, E.G., FEDERAL HIGHWAY ADMINISTRATION. APPRECIATE EMBASSIES' SUGGESTIONS HOW BEST EMPLOY SUCH TECHNICAL EXPERT. ALSO APPRECIATE POSTS' EVALUATION OF POTENTIAL FOR ESTABLISHMENT CONSTRUCTION EQUIPMENT POOLS IN HOST COUNTRIES AS POSSIBLE ANSWER TO DELAYS INCIDENT TO LACK OF EQUIPMENT AVAILABILITY.

5. FOR MANAMA: ASSUMING YOUR CONCURRENCE INCLUDE BAHRAIN AS MISSION STOP PER REF C. NEED YOUR INPUTS FOR MISSION PLANNING AS RESPONSES THIS CABLE AND REF A.

6. FOR ABU DHABI: REQUEST COMBINED RESPONSE THIS AND REF A.

7. RESPONSES SHOULD REACH COMMERCE TELEGRAPHICALLY BY JUNE 17. KISSINGER

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